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- (71) Applicant (for all designated States except US): **MCCAIN FOODS (GB) LIMITED** [GB/GB]; Havers Hill, Scarborough, North Yorkshire YO11 3BS (GB).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **HOWARD, John, G.** [GB/GB]; Brecham Lodge, Church Lane, Bircham, Kings Lynn, Norfolk PE31 6GW (GB). **HUME, Pamela** [GB/GB]; McCain Foods (GB) Limited, Havers Hill, Scarborough, North Yorkshire YO11 3BS (GB).
- (74) Agents: **GRAY, James** et al.; Withers & Rogers, Goldings House, 2 Hays Lane, London SE1 2HW (GB).
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(54) Title: **POTATO BASED FOOD PRODUCT**

(57) Abstract: The present invention provides a method of preparing a potato based food product comprising the steps of: processing potatoes into potato articles having a desired size and shape, blanching said potato articles, dipping said blanched potato articles in a solution to prevent non-enzymic oxidation of the potato articles, drying said potato articles, coating said potato articles in an emulsion containing starch, oil, salt and colouring, introducing said coated articles into a hot air environment; and removing said articles from said hot air environment.